



## JAMESTOWN: THE FUTURE

To better serve the visitor, this master plan recommends positioning One Jamestown—with varied experiences. The compelling argument for this approach hinges on looking at all the Jamestown resources from the perspective of the visitor rather than the institutions involved. Visitors want coherence, not confusion, a good experience, not a confused one. Furthermore, the two sites complement each other, each bringing its own particular strengths. We strongly believe that One Jamestown from the visitors' perspective will best serve the visitors, the resources, and the story of Jamestown. Such an approach retains the institutional identities of the Association for the Preservation of Virginia Antiquities, the National Park Service, and the Jamestown Settlement. Extensive cooperation is envisioned, not an obliteration of institutional identity or policies. For visitors, the experience should be as seamless as practicable. The hard work of making the experience seamless belongs to the organizations, not the visitors. Such an approach will strengthen all the entities involved and facilitate the fundraising needed to achieve these ends.

### Entrances to Jamestown—the Island and the Settlement

There are two distinct "Jamestown Experiences." This master plan gives each an "entrance" on the Colonial Parkway, offering user-friendly guidance to visitors and presenting Jamestown's rich and exciting offerings. The two entrances also suggest parity, cooperation, and distinctions between the Island and the Settlement. The entrances themselves are both metaphorical and physical; frames of reference that inform potential visitors about the logistics and the substance of visiting Jamestown. Visitors have choices: the Island, the Settlement, or both (preferable, we believe). Each of the three primary institutions, National Park Service, Association for the Preservation of Virginia Antiquities, and the Jamestown-Yorktown Foundation, must clarify and distinguish its own presentation. Even more critical, each institution must build on its strengths while trusting that the others will do the same and knowing that together they will provide visitors with a comprehensive and integrated experience—One Jamestown. Every means to facilitate visitors seeing both Island and Settlement should be promoted by the institutions involved.

- Each venue has an "entrance."
- Each has parking and bus accommodations.
- Each is accessible by boat and bicycle from the "Neck of Land Gateway."
- Special interpretation is provided along these routes.
- Jamestown Island, Jamestown Settlement, and the Boat Launch are interconnected by electric tram and connected to Colonial Williamsburg and Yorktown by shuttle bus.



## Audience for Jamestown Island

- Broadest possible, locally, regionally, nationally, and internationally.
- Target visitors from all peoples present at Jamestown during its first century--Native Americans, English, other Europeans and Africans.
- The experience at Jamestown Island will complement and build on those of Jamestown Settlement and of Colonial Williamsburg. The effort will be to help create clarity for national and international visitors.
- Visitors will come in family, affiliated and organized groups as well as school groups.
- Local neighbors and international visitors will feel welcome.
- Virtual visitors will enjoy the Island through electronic means.
- Appeal to all age groups and all levels of knowledge and sophistication with different programs designed for different visitors. Visitors' experiences should be arranged on a continuum, from a near total lack of previous knowledge to extensive interest and scholarship.
- Focus on attracting new visitors.
- Research portion of Jamestown Island Discovery Center audience geared from high school to Ph.D. and beyond.





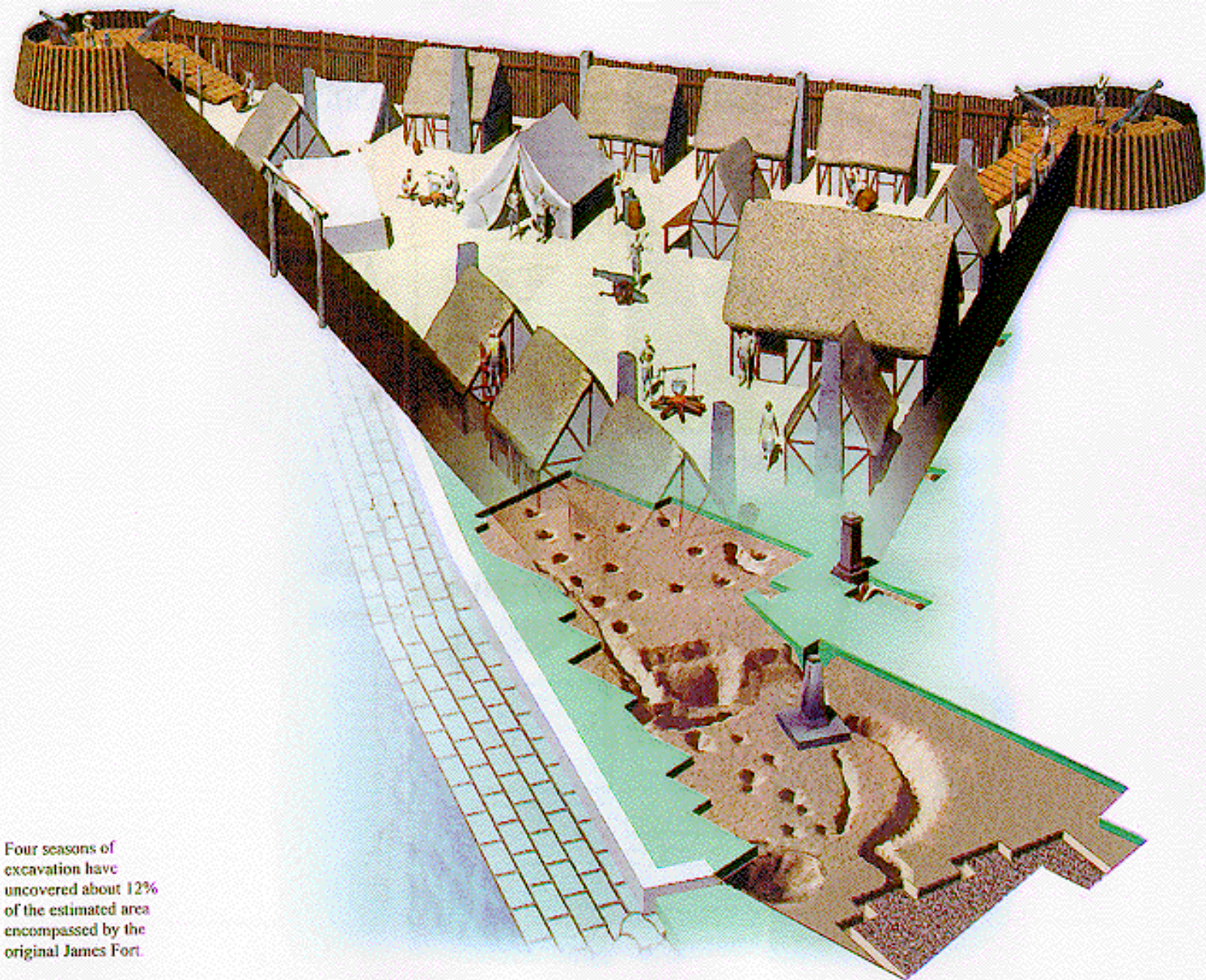


## Jamestown: The Story

- Tell the whole story as accurately and comprehensively based on current, high quality scholarship.
- Focus on all the peoples involved in the Atlantic basin/Virginia: Native Americans, English, other Europeans (Spanish, Dutch, French, Polish, Italian, and German), Africans—Jamestown was multi-cultural from the beginning.
- Use individual stories of people to tell larger ones. Use past people to bridge their lives to present visitors' lives, making the one relevant to the other, 21st century visitors.
- Emphasize exploration, experiment, discovery, adaptation, and development.
- Integrate information from history, archeology, museum collections, and science.
- Provide various interpretive experiences, from young children to elder hostel; from most basic to Ph.D.
- Use the entire site to tell the story -- the 1607 fort, New Towne, rest of the Island.
- Enliven the townsite to reflect its history.
- Enhance the story as told through the Island's cultural landscape.

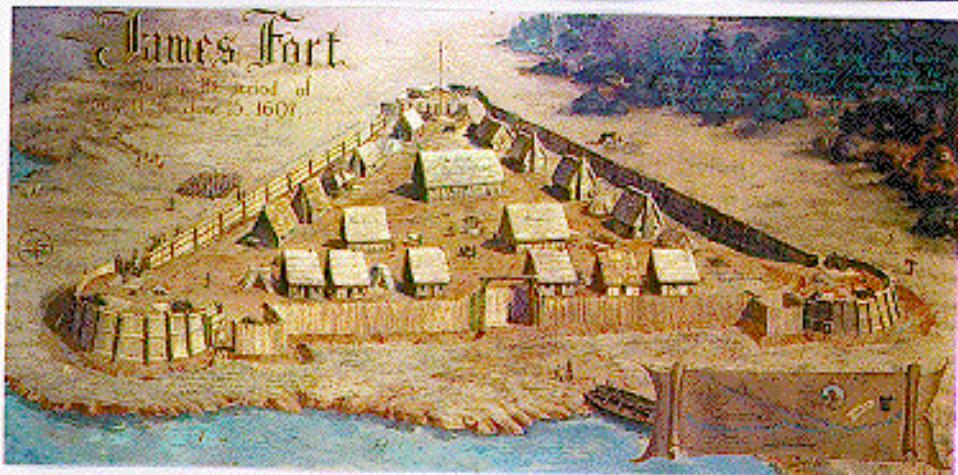






Four seasons of excavation have uncovered about 12% of the estimated area encompassed by the original James Fort.





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Other National Park System and APVA pre-1700 contact sites:

Acadia NP (ME)	Fort Caroline NM (FL)	Salinas Pueblo Missions (NM)
Bacon's Castle (APVA, VA)	Fort Raleigh NHS (NC)	Salt River Bay NHP/Preserve (VI)
Cabrillo NM (CA)	George Washington Birthplace NM (VA)	San Juan NHS (Puerto Rico)
Castillo de San Marcos NM (FL)	Green Spring (VA)	Smith's Fort (VA, APVA)
Channel Islands NP (CA)	Ocmulgee NM (GA)	Timucuan Ecological & Historic Preserve (FL)
Christiansted NHS	Point Reyes NS (CA)	Saugus Ironworks NHS (MA)
Coronado NM (AZ)	Roger Williams NM (MA)	Virgin Islands NP (VI)
De Soto NM (FL)	Saint Croix Island NM (ME)	
El Morro NM (NM)	Salem Maritime NHS (MA)	



Bartmann jug from a.c. 1610 context within James Fort. These brown stoneware vessels were produced in Frechen, Germany, in the 16<sup>th</sup> and 17<sup>th</sup>-centuries and were exported in great numbers to Europe for the storage and serving of liquids.

